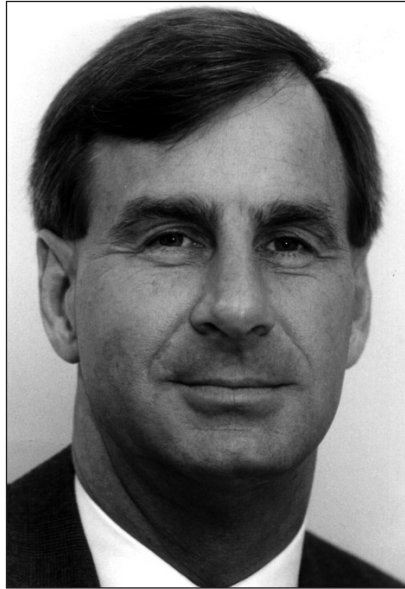


Message from the Executive Director

Frederick C. Motts

SMPTPE Membership Doubles!
That's the headline I'd like to print next November.

Sections Vice-President, René Villeneuve, stated in his March 2001 Message, "Our Society was initially founded in 1916, to meet the needs of a yet unorganized motion picture industry. It has grown to become a well-respected and recognized body that has much influence in many segments of today's imaging industry. Having achieved this enviable status early on, it became apparent that standards setting and engineering work depended on input and knowledge coming from a wide range of individuals working in the motion imaging industry and associated fields."



It is often difficult to see what is right under our nose. We look for solutions outside of ourselves and forget the resources that are staring us in the face. Overlooking the obvious is a common behavior and SMPTE is no exception.

René went on to say, "I am constantly astonished at the great number of members who have been with the SMPTE for 15, 20, 30 years, and more. I interpret their sustained support and continued participation as a measure of the Society's ability to meet their needs and expectations throughout those years. One should feel pride in being part of the same organization as those veterans of the Society, whatever their contribution or status in the industry.

There have been regular attempts at recruiting new members at national Conferences or at the Section level. Some were more successful than others, but history demonstrates that the most efficient way of attracting new members is through personal and individual contacts. Nothing beats a one-on-one approach. In my 23 years as a SMPTE member, I can safely estimate that anywhere from 15 to 25 percent of most regular attendees at Section meetings are not active members. They are generally interested colleagues or co-workers who value the opportunity to partake in Section activities but have not felt compelled to join. Here is an ideal opportunity to solicit new members."

Last month, SMPTE began a new membership drive. Along with hitting new markets outside of our realm, we also decided to turn to you, the members, to boost membership. The result of this endeavor will depend on your response.

Between now and October 31, 2001, when you recruit a new member, you will be eligible to win a Palm Pilot. All you have to do is write your name on the "source line" of the person's application, send it in, and we'll do the rest. Whoever gets the most members by October 31 will win the Palm Pilot. The winner will be announced in November at the 143rd Technical Conference and Exhibition in New York.

Look at the person sitting next to you, or down the hall, or the one you see everyday in the cafeteria. Think: Could that person gain from SMPTE membership? If the answer is yes, or even maybe, sign him or her up. You may also know someone from another association who might benefit from being a part of SMPTE.

Every month the *Journal* carries a new member application. Applications are also available on our website at www.smpte.org. Feel free to make as many copies as you like. Just as you share the informative ideas in the *Journal*, consider sharing your copy of the magazine, sending an application to a friend, or leaving one on a table or near the coffeemaker, where others can see and benefit from it.

The "member-get-a-member" campaign is not just about competition or winning prizes. It's not a "contest" in the traditional sense, because it is something we will do annually. This campaign is about you; it is about your SMPTE colleagues; and it is about SMPTE itself. Each new member is a source of new knowledge, new enthusiasm, new guidance. By helping to build membership, you'll be helping to increase the resources available to you, and helping to get more out of your own membership.

Remember, if each member recruits just one member in the next few months, our organization will double.